

# Remodeling Sale at M. & K. ROCK ISLAND

## Improvement!

Improvement is to be the keynote of the M. & K. store this fall for improvements are already well under way throughout the entire establishment now that fall goods are beginning to pour in.

To make room for these immense shipments—a result of the extensive buying done by M. & K. buyers who have just returned from the east—the store is to be completely refitted. When buyers spend three strenuous weeks in the eastern buying centers it means that they have made extensive purchases, such as have never been known or heard of in these tri-cities before, and to say that Messrs. Eli Mosenfelder, president of M. & K., and Simon Mosenfelder, advertising manager and buyer, spent three strenuous weeks is putting it mildly. They visited and bought from the stock of the most exclusive establishments in New York and the east and purchased great quantities of beautiful, exclusive, individualistic styles in women's wearing apparel. Equally large and wonderful purchasing has been done for the men's department and this section of the store is to be improved to such an extent that it is necessary to have the third floor of the M. & K. store refitted to take care of the large stock of men's and boys' clothing.

In order to provide room for enlarged departments in the dress and gown section of M. & K. the millinery department will be discontinued and the entire space heretofore used for this department will be used to display the wonderfully beautiful fall dresses, evening gowns with which M. & K. will surprise, yes, even startle, their patrons when the real fall opening is announced. Those who are anxious to do their fall purchasing early are now being given a glimpse of the wonderful stock and are finding styles that are bound to delight and satisfy every taste and please the most fastidious.

All the present stock, which includes charming summer dresses at net, voile and organdy, summer suits and skirts, blouses in all the popular materials and the favored shades, children's dress in all sizes and styles and summer wraps for the cool evenings, is being closed out regardless of profit or loss.

M. & K. shoe department, the largest in the three cities, is making a unique showing, for while it is disposing of all women's low shoes at half price, in order to provide for the many improvements and make room for an unusual stock of fall boots and shoes, it is showing one of the prettiest, niftiest lines of fall styles for women imaginable. Shoes for women are now holding a high place in styledom and are attracting more attention at this time than ever before. The attention is well deserved for they are being fashioned of more beautiful leather in more attractive styles than was ever known. Although skirt lengths, it is prophesied, will be longer they will still be short enough to show the shoes to good advantage.

The values in summer footwear being offered in the M. & K. shoe department are truly unbelievable when one sees the exclusive styles in black, white, bronze and color combinations which are going at half price.

In improving the store and its every department M. & K. are also improving the opportunities for their patrons to wear the very latest and the most attractive styles being offered in America today.

Already the carpenters are at work and new fixtures ordered for the improvement of the great M. & K. store. Our great men's clothing department is crowding for more room with its increasing popularity and the immense stocks ordered for this fall and winter. Our third floor is to be improved to stock the largest and finest showing of men's and boys' clothes we have ever shown and other improvements are under way for the larger ladies' department which has out-grown its present quarters.

## The First Thing to Do Is to Effect a Complete Clearance of Our Clothing Stocks

### 2500 Men's and Young Men's Suits to Go

Those who are best informed as to the market conditions will quickly grasp this opportunity for it offers Hart Schaffner & Marx and other famous trademark lines of men's and young men's suits in latest style, all colors, all wool materials, qualities that you cannot possibly duplicate this Fall for a great deal more money. It is both a benefit to the man who takes pride in his appearance as well as to the man who invests his money with good judgment to take advantage of this M. & K. sale of clothing.

Look over your clothing needs and then come to the M. & K. and let us fit you out in the finest makes in America at prices that you can well afford.

Men's and Young Men's  
\$15 and \$18 Suits On Sale **\$10.95**  
at

M. & K. are remodeling their men's clothing sections and must make room for fall stocks. Can you afford to ignore this opportunity?

Men's and  
Young Men's **\$14.50**  
\$22 Suits  
on Sale at

Men's and  
Young Men's **\$18.75**  
\$25 and \$28  
Suits on Sale at



Copyright Hart Schaffner & Marx

There is nothing missing in this great remodeling sale of men's and young men's clothing at the M. & K., Rock Island. The famous Hart Schaffner & Marx clothing and other leading line are included at savings sure to be appreciated. There are suits to fit men of all sizes, regular sizes, stout suits, short stout suits for slim men, tall men, and all men.

## SHIRTS Unrestricted Choice Any Straw \$1

### That Keep You Cool These Scorching Hot Days

Here's a message that will cheer up men who want to be properly dressed for hottest summer days. M. & K. are offering the latest styles in sport shirts and summer shirts of every kind. Many at special prices and even new fall stocks of men's shirts at prices no higher than customary even though the advance in the materials.



# M & K

Rock Island

## Underwear Underprice

You can laugh at the fellow who is suffering from the hot weather if you have the comfortable underwear such as the M. & K. store provides.

M. & K. Underwear comes from the best factories and comprises only the better makes, nothing skimmed but full cut, perfect fitting. The materials are of the better qualities and will stand the



wear. In fact there is a satisfaction of underwear that gives comfort and lasting use if it comes from the M. & K. with the added advantage of values, the best to be obtained.

The M. & K. Underwear department can well be termed the "Underwear Store of the Tri-Cities" with larger stock and better values.



The Time Has  
Come For All

## STRAW HATS

# \$1

to go. It is your time to shed that old straw hat and don a fresh new one. It makes all the difference in your appearance and you'll hardly notice the cost. Any Straw Hat without exception or restriction \$1.

## Study These Values in Boys' Clothes For School and Sunday Wear

Mothers who are thinking about the boys' clothes for school will read with interest this good advice. There is no question but what boys' clothing is going to be higher in price this fall. Materials are higher, cost of making is higher, everything that enters into boys' clothing is higher and therefore the advisability of buying your boys' school suits now when prices are no higher and in many cases much lower. Buy the boys' suits, waists, stockings, hats, shoes and everything they need at the M. & K. now.

# M. & K.

Rock Island

Largest Boys'  
Store in  
the Tri-Cities

Boys'  
Clothes at  
Least Cost

